



KVVU-TV
25-TV 5 Drive
Henderson, NV 89014
(702)435-5555

CONTRACT

Contract / Revision	Alt Order #
489524 /	06266586
<u>Product</u>	
OBAMA 4 AMERICA	
<u>Contract Dates</u>	<u>Estimate #</u>
10/09/12 - 10/15/12	1537
<u>Advertiser</u>	<u>Original Date / Revision</u>
Obama For America	10/08/12 / 10/08/12
<u>Billing Cycle</u>	<u>Billing Calendar</u>
EOM/EOC	Broadcast
<u>Station</u>	<u>Account Executive</u>
KVVU	Teresa Difuria
<u>Special Handling</u>	
<u>Demographic</u>	
Adults 35+	
<u>IDB#</u>	<u>Advertiser Code</u>
<u>Agency Ref</u>	<u>Advertiser Ref</u>

And:

Greer Margolis Mitchell Burns, Inc (GMMB)
3050 K St NW
Washington, DC 20007

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 7	KVVU	10/09/12	10/15/12	Better	M-F 11a-12p		:30			NM	28	\$7,355.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/09/12	10/15/12	MTWTF--				5	\$195.00			

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Advertiser		
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*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Spots/		Amount
									Rate	Type	
2	KVVU	10/09/12-10/15/12		Better	M-F 11a-12p	MTuWThF---	:30		\$125.00	NM	
				See MG 7.6,7.7,7.8,7.9,7.10,7.11,7.12,7.13,7.14,7.15,7.16,7.17							
6	KVVU	10/15/12-10/15/12		Divorce Court/Divorce Court	M-F 11a-12p	M-----	:30		\$195.00	NM	
④	MG	12.10,12.5,16.2,14.2,9.5,24.2,28.1,10.5,10.10,13.2,8.2,11.5,11.8,16.3,15.1,7.2									
7	KVVU	10/15/12-10/15/12		Cops/Dog The Bounty Hunter	M-F 12-1p	M-----	:30		\$195.00	NM	
④	MG	12.10,12.5,16.2,14.2,9.5,24.2,28.1,10.5,10.10,13.2,8.2,11.5,11.8,16.3,15.1,7.2									
8	KVVU	10/15/12-10/15/12		Katie Couric	1-2pm	M-----	:30		\$275.00	NM	
④	MG	12.10,12.5,16.2,14.2,9.5,24.2,28.1,10.5,10.10,13.2,8.2,11.5,11.8,16.3,15.1,7.2									
9	KVVU	10/15/12-10/15/12		Katie Couric	1-2pm	M-----	:30		\$275.00	NM	
④	MG	12.10,12.5,16.2,14.2,9.5,24.2,28.1,10.5,10.10,13.2,8.2,11.5,11.8,16.3,15.1,7.2									
10	KVVU	10/15/12-10/15/12		Anderson Cooper	2-3p	M-----	:30		\$300.00	NM	
④	MG	12.10,12.5,16.2,14.2,9.5,24.2,28.1,10.5,10.10,13.2,8.2,11.5,11.8,16.3,15.1,7.2									
11	KVVU	10/15/12-10/15/12		The Dr.Oz Show	3-4p	M-----	:30		\$350.00	NM	
④	MG	12.10,12.5,16.2,14.2,9.5,24.2,28.1,10.5,10.10,13.2,8.2,11.5,11.8,16.3,15.1,7.2									
12	KVVU	10/15/12-10/15/12		The Dr.Oz Show	3-4p	M-----	:30		\$350.00	NM	
④	MG	12.10,12.5,16.2,14.2,9.5,24.2,28.1,10.5,10.10,13.2,8.2,11.5,11.8,16.3,15.1,7.2									
13	KVVU	10/15/12-10/15/12		Anderson Cooper	2-3p	M-----	:30		\$300.00	NM	
④	MG	12.10,12.5,16.2,14.2,9.5,24.2,28.1,10.5,10.10,13.2,8.2,11.5,11.8,16.3,15.1,7.2									
14	KVVU	10/15/12-10/15/12		Special Early News	Special Early News	M-----	:30		\$550.00	NM	
④	See MG 7.19,7.20,7.21,7.22,7.23,7.24,7.25,7.26,7.27,7.28,7.29,7.30,7.31,7.32,7.33,7.34										
15	KVVU	10/13/12-10/13/12		Special Early News	Special Early News	-----Sa--	:30		\$1,200.00	NM	
④	See MG 7.19,7.20,7.21,7.22,7.23,7.24,7.25,7.26,7.27,7.28,7.29,7.30,7.31,7.32,7.33,7.34										
16	KVVU	10/13/12-10/13/12		The Closer	M-Sa 8-10p/Su 7-1-----Sa--	:30			\$805.00	NM	
④	See MG 7.19,7.20,7.21,7.22,7.23,7.24,7.25,7.26,7.27,7.28,7.29,7.30,7.31,7.32,7.33,7.34										
17	KVVU	10/11/12-10/11/12		Fox 5 News at 6pm	M-F 6-630pm	----Th----	:30		\$1,200.00	NM	
④	See MG 7.18										
18	KVVU	10/11/12-10/11/12		Special Early News	Special Early News	----Th----	:30		\$1,200.00	NM	
④	See MG 7.19,7.20,7.21,7.22,7.23,7.24,7.25,7.26,7.27,7.28,7.29,7.30,7.31,7.32,7.33,7.34										
19	KVVU	10/15/12-10/15/12		Special Early News	Special Early News	M-----	:30		\$450.00	NM	
④	MG	7.15,9.3,9.2,9.4,7.14,7.18,7.16									
20	KVVU	10/13/12-10/13/12		Special Early News	Special Early News	-----Sa--	:30		\$450.00	NM	
④	MG	7.15,9.3,9.2,9.4,7.14,7.18,7.16									
21	KVVU	10/13/12-10/13/12		The Closer	M-Sa 8-10p/Su 7-1-----Sa--	:30			\$825.00	NM	
④	MG	7.15,9.3,9.2,9.4,7.14,7.18,7.16									
22	KVVU	10/13/12-10/13/12		Special Early News	Special Early News	-----Sa--	:30		\$1,025.00	NM	
④	MG	7.15,9.3,9.2,9.4,7.14,7.18,7.16									
23	KVVU	10/10/12-10/15/12		Friends	M-F 12:05-1:05a	M--WThF----	:30		\$225.00	NM	
④	MG	7.15,9.3,9.2,9.4,7.14,7.18,7.16									
24	KVVU	10/10/12-10/15/12		Katie	M-F 3-4am	M--WThF----	:30		\$95.00	NM	
④	MG	7.15,9.3,9.2,9.4,7.14,7.18,7.16									
25	KVVU	10/10/12-10/15/12		Katie	M-F 3-4am	M--WThF----	:30		\$95.00	NM	
④	MG	7.15,9.3,9.2,9.4,7.14,7.18,7.16									
26	KVVU	10/10/12-10/15/12		Katie	M-F 3-4am	M--WThF----	:30		\$95.00	NM	
④	MG	7.15,9.3,9.2,9.4,7.14,7.18,7.16									
27	KVVU	10/10/12-10/15/12		Katie	M-F 3-4am	M--WThF----	:30		\$95.00	NM	
④	MG	7.15,9.3,9.2,9.4,7.14,7.18,7.16									
28	KVVU	10/10/12-10/15/12		Cops/Dog The Bounty Hunter	1-2pm	M--WThF----	:30		\$195.00	NM	
④	MG	7.15,9.3,9.2,9.4,7.14,7.18,7.16									
29	KVVU	10/10/12-10/15/12		Cops/Dog The Bounty Hunter	1-2pm	M--WThF----	:30		\$195.00	NM	
④	MG	7.15,9.3,9.2,9.4,7.14,7.18,7.16									
30	KVVU	10/10/12-10/15/12		Cops/Dog The Bounty Hunter	1-2pm	M--WThF----	:30		\$195.00	NM	
④	MG	7.15,9.3,9.2,9.4,7.14,7.18,7.16									

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10/09/12 - 10/15/12	OBAMA 4 AMERICA	1537
<u>Advertiser</u>		<u>Original Date / Revision</u>
Obama For America		10/08/12 / 10/08/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week		Rate	Type	Spots	Amount
								Start Date	End Date	Weekdays	Spots/Week		
31	KVVU	10/10/12	10/15/12	Extra	M-F 1:05-1:35am	M--WThF----	:30			\$100.00	NM		
④ MG for 7.15,9.3,9.2,9.4,7.14,7.18,7.16													
32	KVVU	10/10/12	10/15/12	Extra	M-F 1:05-1:35am	M--WThF----	:30			\$100.00	NM		
④ MG for 7.15,9.3,9.2,9.4,7.14,7.18,7.16													
33	KVVU	10/10/12	10/15/12	Extra	M-F 1:05-1:35am	M--WThF----	:30			\$100.00	NM		
④ MG for 7.15,9.3,9.2,9.4,7.14,7.18,7.16													
34	KVVU	10/10/12	10/15/12	American Dad	M-F 230-3a	M--WThF----	:30			\$95.00	NM		
④ MG for 7.15,9.3,9.2,9.4,7.14,7.18,7.16													
N 9 KVVU 10/09/12 10/15/12 Cops/Dog The Bounty Hunter 1-2pm													
Start Date End Date Weekdays Spots/Week Rate													
Week: 10/09/12 10/15/12 MTWTF-- 5 \$194.00													
Spot Ch Date Range Description Start/End Time Weekdays Length Rate Type													
1	KVVU	10/09/12-10/15/12	Cops/Dog The Bounty Hunter 1-2pm			MTuWThF----	:30			\$194.00	NM		
See MG 9.6													
2	KVVU	10/09/12-10/15/12	Cops/Dog The Bounty Hunter 1-2pm			MTuWThF----	:30			\$194.00	NM		
See MG 7.19,7.20,7.21,7.22,7.23,7.24,7.25,7.26,7.27,7.28,7.29,7.30,7.31,7.32,7.33,7.34													
3	KVVU	10/09/12-10/15/12	Cops/Dog The Bounty Hunter 1-2pm			MTuWThF----	:30			\$194.00	NM		
See MG 7.19,7.20,7.21,7.22,7.23,7.24,7.25,7.26,7.27,7.28,7.29,7.30,7.31,7.32,7.33,7.34													
4	KVVU	10/09/12-10/15/12	Cops/Dog The Bounty Hunter 1-2pm			MTuWThF----	:30			\$194.00	NM		
See MG 7.19,7.20,7.21,7.22,7.23,7.24,7.25,7.26,7.27,7.28,7.29,7.30,7.31,7.32,7.33,7.34													
5	KVVU	10/09/12-10/15/12	Cops/Dog The Bounty Hunter 1-2pm			MTuWThF----	:30			\$125.00	NM		
See MG 7.6,7.7,7.8,7.9,7.10,7.11,7.12,7.13,7.14,7.15,7.16,7.17													
6	KVVU	10/09/12-10/15/12	Cops/Dog The Bounty Hunter 1-2pm			MTuWThF----	:30			\$195.00	NM		
④ MG for 9.1 10/09													
E 30 KVVU 10/11/12 10/11/12 The X Factor													
Start Date End Date Weekdays Spots/Week Rate													
Week: 10/08/12 10/14/12 ---1--- 1 \$5,150.00													
Spot Ch Date Range Description Start/End Time Weekdays Length Rate Type													
1	KVVU	10/08/12-10/14/12	The X Factor			-----Th-----	:30			\$5,150.00	NM		
See MG 30.2													
2	KVVU	10/08/12-10/14/12	The X Factor			-----Th-----	:30			\$5,150.00	NM		
④ MG for 30.1 10/11													
N 33 KVVU 10/13/12 10/13/12 NCAA Football Late Game													
Start Date End Date Weekdays Spots/Week Rate													
Week: 10/08/12 10/14/12 -----2- 2 \$2,325.00													
Spot Ch Date Range Description Start/End Time Weekdays Length Rate Type													
1	KVVU	10/08/12-10/14/12	NCAA Football Late Game			NCAA Football Lat-----Sa--	:30			\$2,325.00	NM		
See MG 33.3,33.4													
2	KVVU	10/08/12-10/14/12	NCAA Football Late Game			NCAA Football Lat-----Sa--	:30			\$2,325.00	NM		
See MG 33.3,33.4													
3	KVVU	10/13/12-10/13/12	NCAA Football Early Game			NCAA Football Ea-----Sa--	:30			\$2,325.00	NM		
④ MG for 33.1,33.2													
4	KVVU	10/13/12-10/13/12	NCAA Football Early Game			NCAA Football Ea-----Sa--	:30			\$2,325.00	NM		
④ MG for 33.1,33.2													

Totals

131 \$100,770.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/15/12	131	\$100,770.00	\$85,654.50
Totals	131	\$100,770.00	\$85,654.50

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489524 /	06266586	
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<u>Advertiser</u>		<u>Original Date / Revision</u>
Obama For America		10/08/12 / 10/08/12

Signature: _____

Date: _____

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REP HEADLINE# 6266586 TRF# 489524
\$\$\$ MOD# 3: UNAPPROVED REV#2 \$\$\$

REP: TEL# 610-293-4100 FAX# 610-225-1191
ORDER WORKSHEET HARRIS REPORT FROM REP C
*****CHANGES*****

FAX# 610-225-1191 OCT8/12 17-51
HARRIS REPORT FROM REP * * * CHANCES * * * OCT8/12 17-51
* * * CHANCES * * * OCT8/12 17-51

61 A /30P-800P 30 \$1,025.00 10/11 10/11 1 THU
PROGRAM : SPECIAL NEWS AFTER DEBATE
ORD COM1: SORRY I HAD INCORRECT RATE FOR THE SPECIAL NEWS AFTER DEBATE. SEE MG
ORD COM2: OFFER. PRE-BOOKED PLS APPROVE.
THIS IS A MAKE-GOOD FOR OCT11 ON LINE-57 FOR 2 SPOTS/WK

PROGRAM :	FRIENDS	62 A	1205A-105A	30	\$225.00	10/10	10/15	1	W-F, M
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ORD COM1: SORRY I HAD INCORRECT RATE FOR THE SPECIAL NEWS AFTER DEBATE. SEE MG
ORD COM2: OFFER. PRE-BOOKED PLS APPROVE.
PART OF A MAKEGOOD MADE UP OF LINES 61-62
STATION MAKEGOOD OFFERS:
M7 OK'D BUY#57 MISSED: THU/730P-800P OCT11 (2/WK) 30S \$625.00 (OCT8/12)
OFFER: THU/730P-800P OCT11 30S \$1,025.00 PLS ADVISE.
& W-F, M/1205A-105A OCT10 30S \$225.00
CMT: SORRY I HAD INCORRECT RATE FOR THE SPECIAL NEWS AFTER DEBATE. SEE MG
CMT: OFFER. PRE-BOOKED PLS APPROVE.

OCT/12 100770.00

MARKET TOTALS \$244,040 KVVU 25% KSNV 29% KTNV 13% KVMY 9% KVCM 3% CABL 0%
 SVC- NSI KTUD 1% KLAS 20%
 DEMOS- RA35+* L-LENGTH M-MAKEGOOD N-PROGRAM NAME
 MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES
 P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE

REP HEADLINE# 62266586 TRF# 489524
\$\$\$ MOD# 3: UNAPPROVED REV #1 \$\$\$

REP: TEL# 610-293-4100
ORDER WORKSHEET

FAX# 610-225-1191
HARRIS REPORT FROM REP
CHANGES

REP HEADLINE# 6266586 TRF# 489524
\$\$\$ MOD# 3: UNAPPROVED REV #1 \$\$\$

REP: TEL# 610-293-4100
ORDER WORKSHEET

HARRIS REPORT FROM REP FAX# 610-2225-1191

OCT 8/12 16.20

60	A	230A-300A	30	\$95.00	10/10	10/15	1	W-F, M	1
PROGRAM : AMERICAN DAD.									

ORD COM1: SPOTS N/A DUE TO NOT AT LUR CARD. SEE MG. NOT PRE-BOOKED PLS APPROVE.

ORD COM2: \$1 WILL BE CREDITED.

MO 05-05-05 MISSED: SAT/100P-800P OCT13(2/WK) 30S \$2,325.00

BUY#51 THU/730P-800P OCT11 30S \$1,200.00

& TU-F, M/100P-2000P
OCT94 (4/VWK)

6825.00
30S OCT13
& SAT/900P-1000P

RE
W-F, M/165A-135A
OCT 10 (3/WK) 30S \$100.00

CMT: SPOTS N/A DUE TO NOT AT LUR CARD. SFE MG- NOT PRE-BOOKED PIA

COMMISSIONER WILL BE CREDITED.

CONTRACT NO. OCT/12 100770.00

TOTAL SIR

CONTRACT TOTAL 100770.00
TOTAL SPOTS 131

MARKET TOTALS \$244,040 KVUU 25% KSNV 29% KLAS 20% KTNV 13% KVMY 9% KVCW 3% CABL 0%

SVC- NSI
DEMOS- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
 P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPT;